

October 28th, 2004

Federal Communications Commission  
445 12th Street, S.W.  
Washington, D.C. 20554

ATTN: Localism Task Force

RE: MB Docket No. 04-233

Dear Ladies and Gentlemen:

I would like to submit to the Localism Task Force the following information in response to the Commission's inquiry into localism in television. KEVU-TV is owned and operated by California Oregon Broadcasting, Inc., based out of Medford, Oregon, and is one of only two locally owned television stations in our market. KEVU-TV strives to serve our local communities when deciding on syndicated programming, creating community-responsive programming and PSAs and through station participation in local activities and agencies. I would ask that you consider the following submissions when measuring the localism KEVU-TV provides for our community.

Sincerely,

Sandra Dornon-Belmont  
Program Director  
KEVU-TV  
Eugene, OR.

Local Public Affairs:

- Oregon Living-Saturdays 10pm an Sundays 9am. Locally produced program which focuses on the Northwest. 30-minute program, taped in-studio and on location, features local businesses and attractions.
- Hats Off-Sundays 8:30am. 30-minute locally produced program that features interviews with local businesses.

Creating and Selecting Programming:

- Pre-emptions-We pre-empt regular programming to bring our community live-sporting events featuring The Portland Trailblazers and The Seattle Mariners, two teams that generate local interest.

Emergency Programming:

- Weather Updates-30-second daily updates on area weather. Average of 13 times per week.
- Amber Alerts-Aired when advised.

- EAS-Aired when advised.
- Missing Persons/Children-includes 10-second PSAs and prominent placement on website. Average of 57 times per week.
- "Snow Scoop"-these 30-second locally produced spots update skiers on the weather at The Hoo Doo Ski Bowl. Average of 13 times per week.

#### Political Programming:

- First Business-Monday-Friday 6am. A 30-minute program that updates viewers on the happenings on Capitol Hill, and the effects they have on our economy.
- Voter Registration PSA-15, 20, and 30-second PSA encourages voter registration. Aired 7/01-11/01/04. Average of 57 times per week.

#### Civic, Cultural and Other Community-Responsive Programming:

- Ace Lightning-Mondays 7am. Educational/informational programming for children 8-11 years old.
- Eyewitness Kids News-Tuesdays 7am. Educational/informational programming for children 12-16 years old.
- Animal Rescue-Wednesdays 7am. Educational/informational programming for youths 13-16 years old.
- Critter Gitters-Thursdays 7am. Educational/informational programming for youths 9-14 years old.
- American Athlete-Fridays 7am, Saturdays 2pm and Sundays 1pm. Educational/informational programming for youths 13-16 years old.
- First Business-Monday-Fridays 6am. Covers all the current business news with features on business trends as well as money management tips.
- U.S. Farm Report-Saturdays 6:30am. 1-hour program featuring agricultural news.
- P. Allen Smith's Garden-Saturdays 8:30am and Sundays 11am. A 30-minute program featuring gardening advice.
- Homes & Land TV-Saturdays 9am. Locally produced 1-hour program with Eugene area home listings.
- This Old House-Saturdays 10am. Home improvement instruction.
- Hometime-Saturdays 10:30am. Home improvement instruction.
- Animal Atlas-Sundays 7am. Educational/informational programming for children 3-16 years old.
- High Five Challenge-Sundays 1:30pm. Locally produced educational/informational program for youths 13-16 years old. Features teams from area high schools.
- Bloomin' in the Garden-Sundays 11:30am. 30-minute program featuring garden advice.
- Shepherd's Chapel-M-F 8am. 1-hour religious sermon.
- The 700 Club-M-F 10pm. 1-hour religious program, features current events and news segments.
- Crossfire Youth Ministries-Saturdays 11pm. Locally produced 1-hour religious program from Eugene-area church, geared towards youths.
- Lighthouse Temple-Sundays 8am. 30-minute locally produced religious program featuring sermons from a Eugene area church.
- Lane County Extension Service-60-second locally produced informational/educational segments, hosted by our own Bob Broderick, featuring advice on agriculture, gardening and nutrition. Many segments ask for volunteers for community services and programs such as 4-H. Average of 42 times per week.
- "Wilderness Safety Minute"-These 60-second PSAs give safety advice to campers, hikers and outdoor enthusiasts. Average of 13 times per week.
- "Snow Scoop"-these 30-second locally produced spots update skiers on the weather at The Hoo Doo Ski Bowl. Average of 13 times per week.

- ADA-Locally produced 30-seconds PSAs that encourage support for the American Diabetes Association. Average of 16 times per week.
- "Pest of the Week"-60-second locally produced PSA which gives advice to viewers on how to avoid various pests around the home. Average of 42 times per week.
- Media United Against Drugs-local campaign, with cooperation from all local television stations, which features a 1-hour special every January, Sundays at 6pm, tackling the tough issues that face today's local youths with a focus on the dangers of drugs and alcohol. A 30-seconds PSA, which airs all year, encourages parents to learn to communicate with their children about the dangers of drugs alcohol. This campaign is aimed at making our community drug-free. PSA airs an average of 16 times per week.
- "Pet of the Week"-60-seconds locally produced PSA, hosted by our own Bob Broderick, featuring animals from the Lane County Animal Regulation Authority that need to be adopted. Average of 42 times per week.
- V-Chip and Television Ratings-30-seconds PSAs that inform parents about V-Chip technology and television ratings and where to find out more information on both. Average of 16 times per week.
- "Crimestoppers"-A local campaign featuring 60-second PSAs that highlight booster seat, traffic and bike safety. Average of 16 times per week.
- Success by Six-A local campaign that features 30-second PSAs. Part of a public and private partnership committed to ensuring that every child in our community is healthy, safe, nurtured and ready to succeed in school by age 6. Average of 16 times per week.
- "Legal Line"-30-second locally produced PSA that gives viewers a 1-800 to call for free legal advice. Average of 16 times per week.
- "Lane Events Center"-these 30-second PSAs are updated each week, showcasing events happening at the Lane County Fairgrounds. Average of 13 times per week.
- "The Week in Arts"-Locally produced 60-second PSA, hosted by our own Bob Broderick, lists upcoming events such as symphonies, plays, musicals and contemporary artists performing at The Eugene Hult Center. Average of 42 times per week.
- "Community Calenders"-Locally produced 30-second calendar of events going on in our community. Updated weekly. Average of 13 times per week.
- "Employment Opportunities"-Locally produced 30-second billboard lists employment opportunities in our community. Average of 13 times per week.
- Eugene Celebration-Sponsorship and on-air support for the annual Eugene Celebration.
- Chamber Business "After Hours"-05 and 10-seconds spots informing Chamber Business members of upcoming events. Average of 13 times per week.
- "Ronald McDonald House-30-second PSA that benefits the Ronald McDonald House and the families it supports. Average of 57 times per week.
- Rotary Club-05, 10, 30 and 60-second PSAs that support the Rotary Club in its efforts to raise money for local charities. Average of 13 times per week.
- "S.M.A.R.T-30-second PSA for Start Making a Reader Today program. Average of 13 times per week.
- White Bird Clinic-30-second PSA for local drug counseling program. Average of 16 times per week.
- Child Advocacy Center-30-second PSAs that support local agency. Average of 16 times per week.
- Sacred Heart "Be an Angel"-30-second PSA that benefits the local hospital and its patients. Average of 2 times per week.
- Rotary Duck Race-Sponsorship and on-air support for the annual Rotary Duck Race, proceeds of which go to The Relief Nursery, Looking Glass Youth & Family Services, Pearl Buck Center, Junior League, Birth to 3 and CASA of Lane County.
- "Think Before You Drink"-Local campaign with 30-second spots discouraging drinking and driving. Average of 13 times per week during holidays.

- "Toys For Tunes"-Locally produced 30-second PSA that benefits The Relief Nursery. Average of 57 times per week.
- Bono "African Relief"-Locally produced 10-second PSA. Average of 16 times per week.

#### Music:

- Hard Times--Fridays 1am. Locally produced 30-minute program features a list of performance dates of bands from our community.
- "The Week in Arts"-Locally produced 60 second PSA, hosted by our own Bob Broderick, lists upcoming events coming to The Eugene Hult Center, with many performances from local artists. Average of 42 times per week.

#### Station Participation in Community Activities:

- American Diabetes Association-Participation and sponsorship of employees in the annual ADA Walktoberfest.
- "Success By Six"- A local campaign that features 30-second PSAs. Part of a public and private partnership committed to ensuring that every child in our community is healthy, safe, nurtured and ready to succeed in school by age 6. PSAs air an average of 16 times per week.
- United Way-30-seconds PSAs that support the work of The United Way. Average of 16 times per week.
- Kidsports-sponsorship of community fundraiser for Kidsports and support in their efforts to provide equipment and coaches for sporting events and the children of our community.
- Eugene Emerald Awards-Support of local businesses through a sponsorship of The Eugene Emerald Awards which recognizes outstanding companies in our community. Also provide a 5-minute locally produced vignette for the award ceremony and a 30-second PSA that highlights these companies and their contribution to our community.
- The Relief Nursery-donations of Christmas gifts to The Relief Nursery and less fortunate children in our community.
- Rotary Duck Race-Sponsorship and on-air support for the annual Rotary Duck Race, proceeds of which go to The Relief Nursery, Looking Glass Youth & Family Services, Pearl Buck Center, Junior League, Birth to 3 and CASA of Lane County.
- Media United Against Drugs-local campaign, with cooperation from all local television stations, which features a 1-hour special every January, Sundays at 6pm, tackling the tough issues that face today's local youths with a focus on the dangers of drugs and alcohol. A 30-seconds PSA, which airs all year, encourages parents to learn to communicate with their children about the dangers of drugs alcohol. This campaign's is aimed at making our community drug-free. PSAs air an average of 16 times per week.
- Station Tours-Bob Broderick provides educational/informational tours of the station to various groups of children and adults affiliated with clubs such Boys Scouts, Cub Scouts, high school seniors, etc.
- Career Faire-Mark Metzger and Bob Broderick attend annual Career Faire to discuss the television industry with recent high school graduates.
- Internships-The station offers internships to college students, providing an on-hands education of the television industry that they wouldn't normally get in a classroom.